

Customized User Research

description_

Customized User Research Consultancy is a specialized service that focuses on understanding your target audience's unique needs and preferences, enabling the development of products and services users love. By diving into the specific characteristics of your target audience, this tailored approach provides insights that can drive user satisfaction, engagement, and loyalty, resulting in a competitive advantage for your business.

We begin with a thorough evaluation of your project's objectives and requirements. Using a range of research methods, such as interviews, surveys, and usability testing, we gather valuable data about user behavior, preferences, and pain points. By adopting these research methods to suit your project's unique context, we ensure that our insights are both relevant and actionable from a business and development perspective.

We culminate our findings in a comprehensive report that details outcomes supplemented with recommendations for a better user experience. This valuable information empowers your designers and developers to create solutions that truly resonate with your target audience, ultimately leading to better customer retention and long-term success for your business.

Here are some of the techniques that we use in customized user research:

Having a solid understanding of user needs helps create products that bring better business outcomes and efficiency. This can be construed through online or offline user research done over short- or long-term periods by User Interviews or Diary Studies respectively.

- ▶ **User Interviews:** We discover user motivations and expectations via in-depth one-on-one interviews or focus groups, to get valuable insights.
- ▶ **Diary Studies:** We collect in-depth and long-term user interaction by having participants record entries over an extended period. These entries can be a log, a diary, or a journal about the activity or experience being studied.

Identifying why and how users get lost in your digital product will make simpler navigation possible with actionable insights and analysis. Card Sorting and Tree Testing/Treejack are useful methods to achieve this.

- ▶ **Card Sorting:** We discover users' mental patterns to sort information in a way that makes sense to your users. We run this method to improve your product's information architecture and navigation labels.
- ▶ **Tree Testing/Treejack:** We evaluate if users can find important content and features easily using your current or new proposed menu hierarchy. The results can guide your design phase for intuitive navigation.

It is a safe strategy to invest in user research before doing the full product development effort. Otherwise, it may be too late to make modifications after development is concluded, as it costs more time and money. Efficient designs created by using the First-Click Testing method can help build intuitive digital experiences.

- ▶ **First-Click Testing:** By looking at the actions where people intuitively click first, we help inform your design decisions before developing a new page or product. We run this method on multiple design variants to understand which one best meets your key objectives so that your users can find what they're looking for quickly and easily.

Service Metrics

Effort : Depends on the scope and the landscape of the application
 Duration : 2-8 Weeks
 Team structure : Researcher | UX Designer | UI Designer

Tooling



Miro/figjam



Optimal Workshop



Figma

motivations_

- ▶ Non-optimized user flows that do not help identify user needs and/or preferences
- ▶ Need for redefined user flows due to changes in the target audience or business model
- ▶ Inadequate resolution of known UX/UI problems caused by undefined reasons
- ▶ Finding fresh opportunities to enhance and distinguish product features
- ▶ Need for UX/UI enhancements due to existing and future products and services

deliverables_

A detailed report, which includes the research method used, participant demographics, findings, analysis, and recommendations

recommended adesso services_

- ▶ Cure X : Expert Review
- ▶ User Testing

references_

- ▶ PepsiCo
- ▶ Defacto
- ▶ Mey Diageo
- ▶ İpragaz

contacts_



Pelin Mounier
 Head of UX & UI
 +90 543 735 46 64
 pelin.mounier@adesso.com.tr